

• PRODUCT •

DOG  
CATALOGUE

2022-2023



• CALMNESS COLLECTION •

Hello friends and trainers,

I'm always on the lookout for ways for you to be the best owners for your dogs. With that in mind, I am proud to offer you these high-quality dog feeding mats that help keep your dog calm.

Calmness is King and one way to achieve this is to employ scatter feeding but that isn't always convenient. That's where LickiMats can make a big impact to your daily calmness routine.

# LickiMat®

## Feeling guilty about leaving your dog at home?

The most common use of a LickiMat for dogs is to support your dog with separation anxiety. You can use it for any occasion, be it in the morning when you leave for work or go shopping. Through repetition, your dog will associate you leaving home with a pleasant experience. This changes the nature of the transition from a negative and anxious emotion to a positive and soothing experience through positive reinforcement.

You should supervise your dog when introducing them to LickiMats and observe their behaviour and interaction with the LickiMat and different treats. Remove the LickiMat if your dog shows any tendency to chew the mat. You may like to consider using a LickiMat from the Tuff™ range if you intend to leave your dog alone with the LickiMat – they are chew-resistant and virtually indestructible.

Of course, you can use the LickiMat at any time of the day or night to help your dog with calmness. A filled LickiMat will distract your dog while you eat dinner or for any occasion you need your dog distracted and quiet. No yelling, no pressure, just a small part of their daily food allowance will keep your relaxed even after they have completed the activity.

## How do they work?

LickiMat lets you train and reward your dog without overfeeding because of the way the cleverly designed raised and dimpled patterns on the LickiMat hold small amounts of food that can only be ingested by a licking action, as opposed to chewing or gulping.

The patterns on the various models of LickiMat suit different food types. All LickiMats are made from dog-safe materials, freezer safe and easily cleaned. The Tuff™ and Specialist Range are dishwasher safe, making cleaning up a breeze. There is a LickiMat to suit your dog.

## Have fun and enrich your dog's life

You will discover that you will enjoy watching your dog enjoy their LickiMat. You will be amazed at how long food rewards will last as your dog works its way through the LickiMat. Make sure you look closely at how much of their tongue makes contact on the LickiMat surface – it is this action that helps calm an anxious dog and helps empty their bucket.

## Dog owners love LickiMats

There are currently thousands of dog owners that are using LickiMats as a calming and training tool. LickiMats help to calm dogs that bark at visitors or allow sound-sensitive dogs to cope with fireworks or thunderstorms. LickiMats are the perfect long-lasting training and reward device you can use without the risk of over-feeding your dog.

## Won't my dog chew and destroy the LickiMat?

Many owners are concerned that their dog will chew and destroy the LickiMat. If you have any doubts, you should purchase the LickiMat Tuff™ – this range is great for teething puppies and naughty but nice dogs that tend to chew almost anything. The Tuff™ range is much stronger, with a Polypropylene back and fused rubber surface to provide the same licking experience to classic LickiMats.

## A product range developed for every situation

Dog groomers are increasingly using LickiMat Splash™ to help keep dogs distracted while being groomed or bathed. You can use LickiMat Splash™ at home in precisely the same way for a stress-free bath.

The LickiMat Wobble™ is a perfect boredom buster that you can use at any time. The Wobble™ will roll around and challenge your dog as they attempt to lick the bowl clean. You get all the benefits of a LickiMat with a long-lasting boredom busting experience.

You can use LickiMat to deliver medications and supplements mixed with their favourite treats and food.\*

You can even use LickiMats as a tongue brush and digestive aid after meals!

## A perfect feeding bowl for small-medium dogs

Dog owners that employ the *Ditch the bowl* principle are using LickiMats to slow down their dog's feeding and prolong their enjoyment of their food.

The profile of the LickiMat Slomo™ allows for raw, wet, dry and liquid foods (and treats) to be served at the same time in an elegant feeder without any mess.

## Getting creative with LickiMats

On hot days you can freeze food spreads on the LickiMat. This process will make the food last longer and make your dog work harder to finish their meal. It also allows you to pre-prepare the LickiMats and stack them in the freezer.

You can use LickiMat as a substitute slow-feeder for dogs like Labradors by spreading the meal across multiple LickiMats.



\* Please check with your veterinarian to ensure this type of medication delivery is suitable for your dog and the medication they are receiving.

# The LickiMat® Range

**Classic Range**  
\$11.99 each



Classic Buddy™

**Tuff™ Range**  
\$18.99 each



Tuff™ Buddy™

**Specialist Mats**  
\$19.99 to \$28.99 each



PRO Tuff™ Soother  
\$19.99 each



Slomo™  
\$20.99 each



Classic Playdate™



Tuff™ Playdate™



XL Buddy or Soother  
\$21.99 each



Splash™  
\$26.99 each



Classic Soother™



Tuff™ Soother™



UFO™  
\$28.99 each



Wobble™  
\$26.99 each

## LickiMat® surface profiles and Outdoor Keeper mat holder



**Playdate™** has discrete pockets to contain food and liquids and to keep the separate from one another.



**Buddy™** has a more complex surface and still allows separation of foods and treats.



**Soother™** is exactly what the name says. It allows soft and liquid foods to be licked out with extra tongue simulation.



**Indoor/Outdoor Keeper** prevent pets from moving and chewing their LickiMat – from \$19.99.

LickiMats come in a range of colours, are freezer safe and easy to clean in warm soapy water. The Tuff™ and Specialist range are dishwasher safe.



# LickiMat® Order Form

All orders sent via Australia Post or your next training session. Free postage for orders over \$50.

## Customer details

Name:

Address:

Suburb:

State:  Postcode:

Email:

Mobile:

## Order details

Please indicate the LickiMat model, quantity and colour required for each item.

LickiMat Model	Quantity	Colour	Price	
<b>LickiMat Classic</b>				
Buddy	\$11.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Playdate	\$11.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Soother	\$11.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
<b>LickiMat Tuff</b>				
Buddy	\$18.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Playdate	\$18.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Soother	\$18.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
<b>LickiMat Specialist and Accessories</b>				
Pro Tuff Soother	\$19.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Slomo	\$20.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Splash	\$26.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
UFO	\$28.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Wooble	\$26.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
XL Buddy	\$21.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
XL Soother	\$21.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Indoor Keeper	\$19.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
Outdoor Keeper	\$27.99	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
			Postage	\$10.00
			<b>Total</b>	

Scan/photograph and email form to [tom@heelinghounds.com.au](mailto:tom@heelinghounds.com.au)

## Payment details

Direct deposit your order payment to: BSB: 063-142 Account No: 10175097